CANADIAN MOVING PICTURE
DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 47, NO. 47 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | NOVEMBER 19, 1955

E-U 'Wonderful Company'—Samuels

By JAY L. SMITH

On The beam

May we be the first to wish you a very Merry Christmas and a Happy and Prosperous New Year. We're early, we know, but not too early to advise you that we are already at work preparing the 1955 Holiday Issue of The Digest.

Last year we promised that with your co-operation, our annual Holiday Issue would be the biggest and best in The Digest's 40-year history. You co-operated, and we kept our promise; this year we hope to do even better, wih a gala Holiday Edition of The Digest that will be the most outstanding we have ever published.

We know that you will want to join with us in extending the Season's Greetings to your fellow-members of the Motion Picture Industry, and cordially invite you to use the medium of The Digest Edition for your greetings. Regular advertising rates will prevail, with forms closing Friday, December 9th. All copy, special ads, and greeting messages must be in our hands by that date in order to ensure your representation in the Holiday Edition.

As Sam Goldwyn would say, let's hear from you soon, so we can 'include you in, not out.'

STOP THE PRESS

TORONTO: MR. LEONARD W. BROCKINGTON, PRESIDENT OF THE ODEON THEATRES (CANADA) LIMITED, ANNOUNCES THAT THE COMPANY AND MR. DAVID GRIESDORF HAVE MUTUALLY AGREED TO TERMINATE FORTHWITH MR. GRIESDORF'S AGREEMENT AS GENERAL MANAGER OF THEATRE OPERATIONS.

THE PRESIDENT AND DIRECTORS OF THE COMPANY DESIRE TO EXPRESS TO MR. GRIESDORF THEIR THANKS FOR HIS PAST SERVICES AND WISH HIM THE BEST OF LUCK AND EVERY SUCCESS IN HIS FUTURE ACTIVITIES.

Buena Vista Prexy Tours Across Canada-Announces 10 New Films

Toronto: Leo F. Samuels, president and general manager of Buena Vista and James O'Gara, home office sales supervisor, stopped over here for a day before continuing on to Montreal and then back to their New York office, after a coast-to-coast swing across Canada, following the first Buena Vista sales meet which was held at the Disney Studio. A. W. Perry, president of Empire-Universal, and distributor of Disney product in Canada, attended the sales meet at the Coast.

The two Disney distribution executives met with Empire-

(See SAMUELS Page 6)

Mrs. A. F. Brown New NFB Board Member

Ottawa: The Honourable J. W. Pickersgill announced the appointment of Mrs. Arthur F. Brown of Winnipeg as a member of the Board of Governors of the National Film Board. Mr. Pickersgill, the

(See PICKERSGILL page 3)

"TENDER TRAP" BREAKS RECORD

The first four days business in the Radio City Music Hall of MGM's "The Tender Trap" was the biggest in the history of the New York showcase. The film stars Frank Sinatra, Debbie Reynolds, Celeste Holm and David Wayne.

JARO Gets "Deep Penetration" States Kenneth Winckles

Toronto: The scheduled visit of Managing Director John Davis of JARO to Toronto was cancelled last Friday due to bad flying weather. He had planned to join JARO's Assistant Managing Director, Kenneth Winckles, over here from England, in discussions with Odeon and JARO Canadian executives.

Mr. Davis, a delegate to the International Producers Meeting in Washington, left New York for London over the week-end after

(See WINCKLES Page 6)

Len Bishop, Shea's Promotes Hanging

Toronto: A novel exploitation stunt in no way connected with the current attraction at the Shea's, Toronto (WB's "The McConnell Story") got Len Bishop, Shea's promotion-minded manager, excellent newspaper coverage as well as a huge crowd in front of his theatre.

Bishop arranged for escape artist Gordie Hearn to be hung from his feet, 100 feet above ground level in a straitjacket wrapped in chains on the south side of the theatre setting it for 2 p.m. last Saturday, the height of the down-

(See LEN BISHOP Page 3)

Re-elect Fitzgibbons Popcorn Assoc. Head

Chicago—Re-election of J. J. Fitzgibbons, Jr., Theatre Confections, as board chairman, and Thomas J. Sullivan as executive vice-president and secretary of the International Popcorn Association was announced at the IPA's annual convention.

Famous Players Study Control Of CKLW-TV

Windsor: Famous Players is interested in buying a controlling interest in Windsor's CKLW-TV and CKLW radio.

An application goes before the CBC's Board of Governors Dec. 1 to transfer the control of Western Ontario Broadcasting Co. Ltd. to Paramount Windsor Theatres Ltd., a Famous Players subsidiary. Paramount operates five theatres in Windsor.

Famous Players already has experience in television, although

(See FAMOUS PLAYERS page 3)

Paramount's Third Quarter Up Report Includes Can. Earnings

New York: Paramount Pictures Corporation estimates the earnings from operations of the Corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended October 1, 1955 at $2,515,000 after provision for United States and Canadian income taxes. These earnings from operations represent $1.15 per share on the 2,188,911 shares outstanding and in the hands of the public as of that date. The comparative consolidated operat-

(See PARAMOUNT Page 3)

Foto-Nite Rep

Winnipeg: Mr. Ben Sommers, owner of the State Theatre in Winnipeg and a Foto-Nite exhibitor for many years, has joined the staff of Sterling Films Limited and will be Foto-Nite representative for Western Canada.

NEW UNITED AMUSEMENT CORP., MONTREAL OFFICERS ELECTED. PRESIDENT, J. G. GANETAKOS; FIRST VICE-PRESIDENT AND MANAGING DIRECTOR, W. G. LESTER; SECOND VICE-PRESIDENT, W. H. GILES.

THIS IS THE FIRST TRADE STATEMENT OF ITS KIND EVER MADE BY NICHOLAS M. SCHENCK-

"As an exhibitor myself for many years, I think I am justified in believing that my opinion merits consideration by theatre men.

"I have never before used this means of communicating with showmen so that what I say here obviously comes to you with the greatest sincerity.

"I wish to tell exhibitors that never before in the 35 years of M-G-M's existence have I seen, within one week, two attractions of such importance at the box-office as 'THE TENDER TRAP' and 'I'LL CRY TOMORROW.'

"The report has already been published that the audience survey of 'THE TENDER TRAP' was the most successful of any theatre poll ever undertaken by Flim Research Surveys. This wonderful comedy which stars Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm must be seen to be fully appreciated. It is in a class by itself. I urge you to see it.

"Time will tell you much better than I about 'I'LL CRY TOMORROW.' M-G-M had a great story property to begin with, a best-selling novel, the real-life story of the remarkable girl Lillian Roth and her heart-lifting fight to come back from defeat to decency. I wept when I saw this picture. So will you. Our Studio has made a production that will outlast us all. It will be a classic of the screen. Millions of people already know about this courageous girl and our picture which tells of her life with frankness and realism, yet with wonderful compassion, is eagerly awaited throughout the nation. I pay tribute publicly to Susan Hayward who plays Lillian Roth and to all who had a hand in the making of 'I'LL CRY TOMORROW.'"

Sincerely yours,

NICHOLAS M. SCHENCK

PRESIDENT, M-G-M PICTURES

PARAMOUNT

(Continued from Page 1)

ing earnings for the quarter ended October 2, 1954 were estimated at $2,428,000, or $1.10 per share on the 2,208,133 shares then outstanding.

Consolidated earnings from operations for the nine months ended October 1, 1955 after taxes are estimated at $7,680,000 and represent $3.51 per share. The comparative consolidated earnings from operations for the nine months of 1954 were estimated at $5,558,000 and represented $2.52 per share. In the nine months of 1954 an additional amount of $832,000, or $.38 per share was earned by a non-recurring net profit on the sale and adjustment of investments in subsidiary and affiliated companies; no corresponding non-recurring profit was realized in 1955.

FAMOUS PLAYERS

(Continued from Page 1)

this is the first time it has shown interest in radio.

The movie organization has a 50% interest in two television stations, CFCM-TV, Quebec City, and CKCO-TV, Kitchener. However, says Famous Players, the stations are locally managed and the film company's television department in Toronto is only responsible for over-all policy.

Gene Fitzgibbons, director of television operations for Famous Players, says the same policy would apply if the Windsor deal is approved. Fitzgibbons, who is also vice-president and managing director of Paramount Windsor Theatres, adds: "There would be no changes in local management of the Windsor tv and radio operation."

From Newfoundland
To Nanaimo
From Grand Prairie
To Granby
The Swing Is To
ADFILMS
Canada's Fastest Growing
Theatre Screen Advertising
Company
FRED T. STINSON, General Manager
77 York St. TORONTO EM. 8-8986
10940-122nd St. EDMONTON 8-2508
QUEBEC CITY 3-5755

Across the Country

Toronto and District

The Capitol Theatre, Kitchener, and the Waterloo Theatre, Waterloo, both units of Premier Theatres, introduced chinaware giveaways of the Pine Tree pattern starting Nov. 7 for presentation to lady patrons the first half of each week, the service charge being five cents.

• • •

The Hamilton Drive-In , operated by J. Dydzak, which opened for the first time early last summer and was the last survivor of the season there, wound up by conducting shows Friday and Saturday nights only for its final period in November. The Twilite at London and the Windsor Drive-In were continuing to hold out against the weather.

• • •

Clarence Markell of the Palace and Capitol Theatres, Cornwall, co-operated with the local Optimist Club for the drawing of its $1,000 bond prize, for which tickets had been sold throughout the city. The draw was held on the stage of the Palace during the week's engagement of "The Left Hand of God". The draw took place at the time of the National Savings Bond campaign.

• • •

It looks like Ald. Don Summerville, manager of the Prince of Wales Theatre, will be re-elected to the Toronto City Council in the December voting. He is going all out in his campaign on such issues as traffic and parking problems and civil defence matters.

Vancouver

The Odeon theatre New Westminster has launched a new first run policy starting with "Above us the Waves" a British picture which ran day and date with the Vogue in Vancouver

• • •

Owen Bird President of B.C. Exhibitors Association is back from Toronto where he attended the National convention of Canadian Exhibitors.

• • •

Peter Myers, 20th-Fox Canadian general manager was in to install Gordon Lightstone Jr. as his British Columbia manager.

• • •

In storm swept West Vancouver where floods did over a million dollars damage, the Pete Barnes Hollyburn was forced to close. The theatre was playing "20,000 Leagues Under the Sea" and the opposition Odeon "To Hell and Back," appropriate titles. The 450-seat Community theatre at Port Coquitlam in the Fraser Valley was closed through lack of business. The directors of the company blame high film rentals for the closing. Most drive-in theatres in this area have closed for the season.

Maritimes

The staff of Warner Bros. Pictures entertained at a supper party in the Riviera Restaurant on a recent evening for Miss Agnes O'Neill who after twenty-one years' service with this company, has resigned and is leaving this week-end to spend the winter months in the sunny South. Afterwards a special screening was held. Mr. M. Komar presided and on behalf of the staff presented Miss O'Neill with a beautiful handbag.

• • •

Mr. Carlton Brown, Halifax manager for Franklin-Herschorn Circuit, is at present vacationing near his former home in Boston.

• • •

Mr. Tom Mackey, manager of the Midway Drive-in theatre (Franklin-Herschorn), has been transferred to Halifax as manager of the Dundas Theatre, Halifax since the closing of the Drive-in.

Prairies

Amusement tax collections in Moose Jaw, Sask., at the end of September totalled $30,239, compared with $38,425 for the nine months' period in 1954.

PICKERSGILL

(Continued from Page 1)

Minister responsible to Parliament for the Board, also announced that two of the present members of the Board have been re-appointed for their second three-year term of office as members of the Board. They are: Dr. Leon Lortie, Director of Extension Services at the University of Montreal, and Mr. H. L. Roper of Halifax, an official of the Brookfield Construction Company in that city.

Mrs. Brown, the new member appointed to the Board, will succeed Mrs. A. L. Caldwell of Saskatoon.

In addition to the above mentioned, other members of the National Film Board include the Government Film Commissioner, A. W. Trueman, as Chairman; Under-Secretary of State Charles Stein; Charles S. Band, Toronto; Jules Leger, Under-Secretary of State for External Affairs; Mitchell W.Sharp, Associate Deputy Minister of Trade and Commerce, and Bruce Hutchison, Editor of the Victoria Daily Times.

LEN BISHOP

(Continued from Page 1)

town shopping period. Free passes to the current movie were given to those who guessed close to or the exact time of young Gordie's escape.

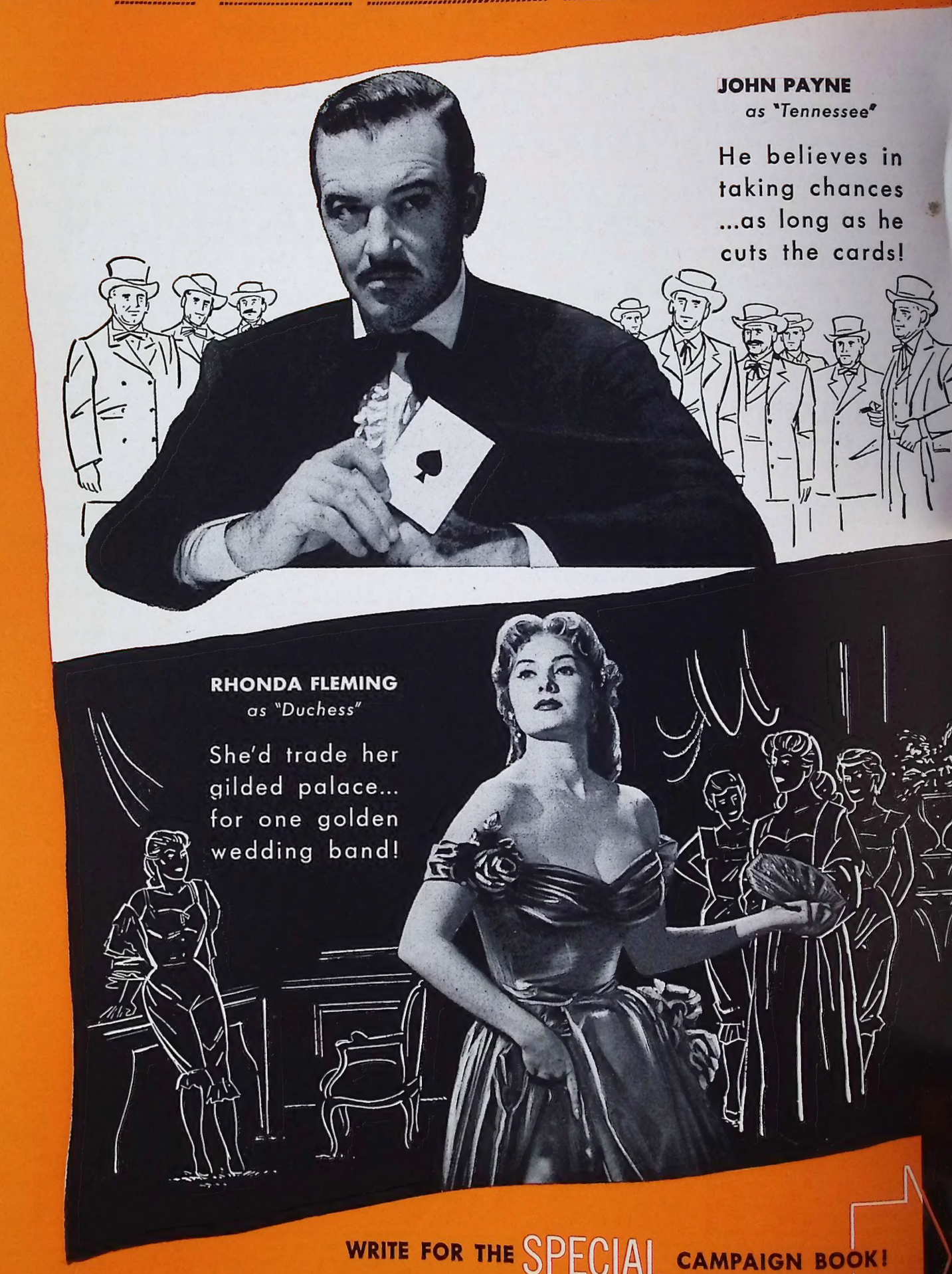
The Astounding Gordie stunt which was performed in the Parkdale Theatre, Toronto, about two weeks ago, this time round received a second page story break in the Telegram and good notices in all three movie critics' columns.

FOR SALE
YES! 10,000 LATE MODEL USED or RE-CONDITIONED
THEATRE CHAIRS
ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE
SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.
CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM
We are Factory Agents At Bargain Prices
Drop us a line — we will give you photographs and full information.
"LA SALLE"
RECREATIONS LTD.
Theatre Chairs, Carpet, Linoleum and Tile Division
945 GRANVILLE ST. MA. 5034
VANCOUVER 2, B.C.

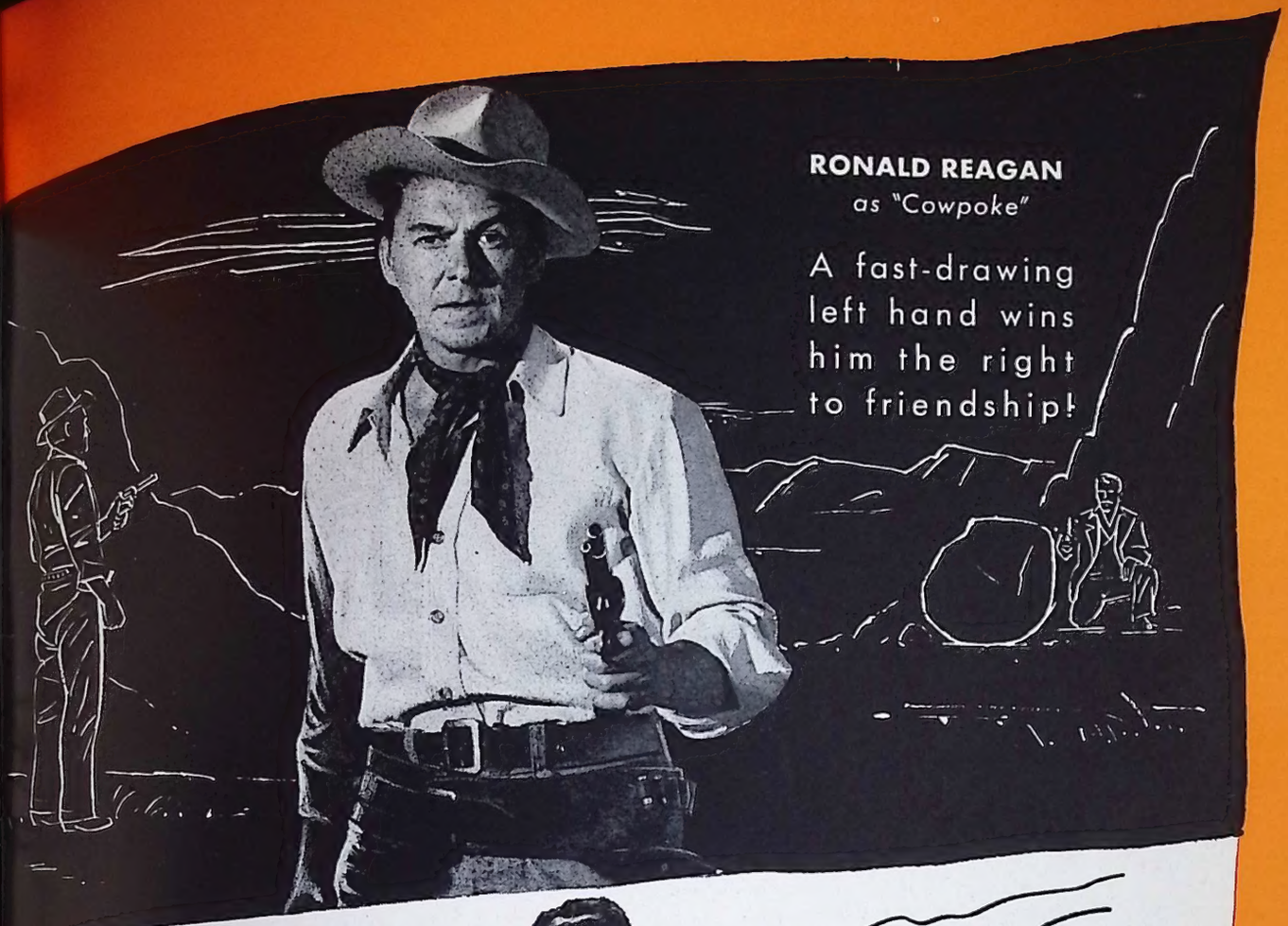
THE CANADIAN MOVING PICTURE DIGEST, Authorized as Second Class Mail, Post Office Department, Ottawa. Jay L. Smith, Editor-in-Chief; Max Chic, Assoc. Editor. Correspondents: Bruce Peacock, Regina; Libby Bookhalter, Winnipeg; Jack Droy, Vancouver; Will McLaughlin, Ottawa; Bill Press, Toronto; Helen Crawley, St. John. Address all mail to Publisher, Canadian Moving Picture Digest Company, Ltd., 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Est. 1915. Publication weekly. Subscription: $5.00 yearly.

FOUR OF THE WEST'S MOST FAMOUS CHARACTERS

from Bret Harte's immortal story

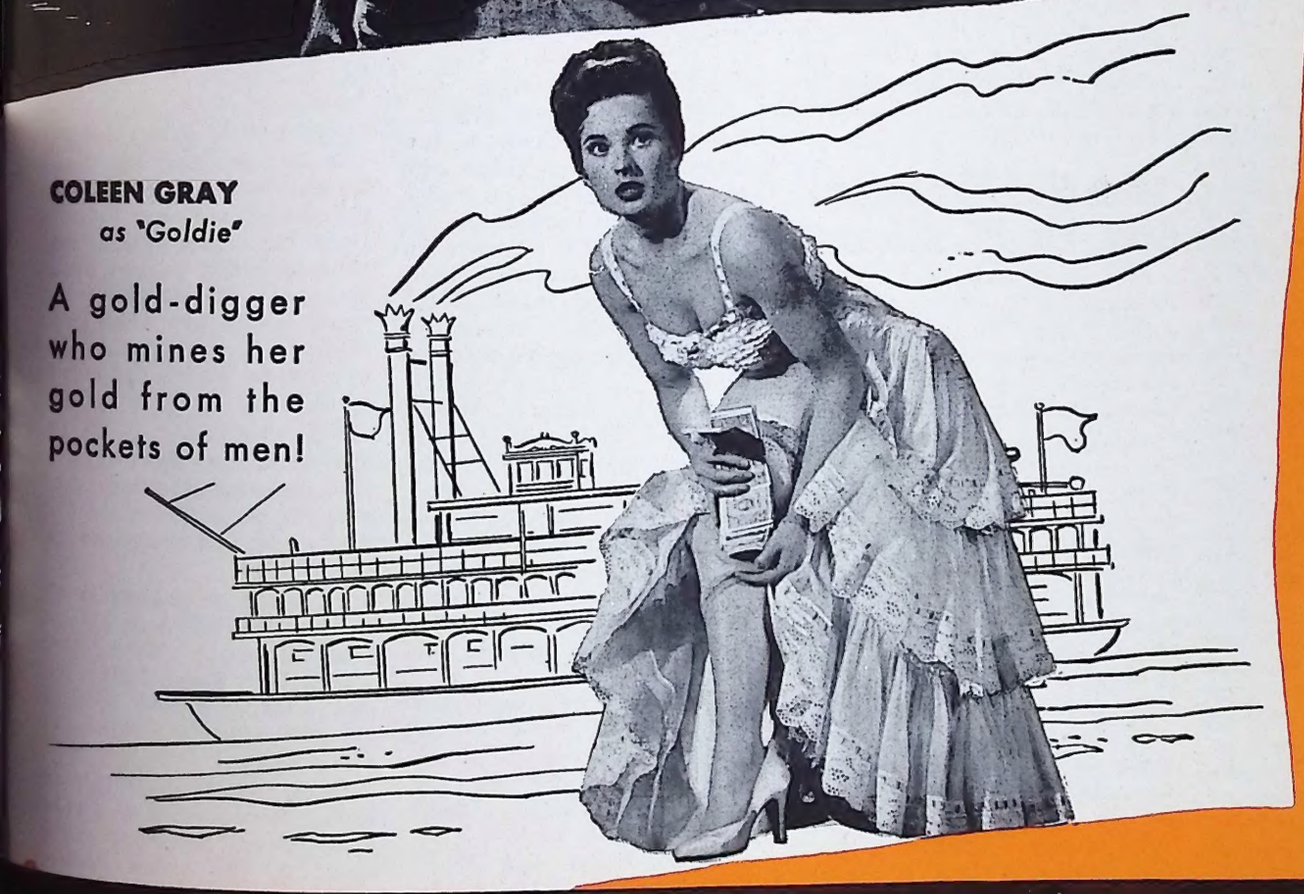

JOHN PAYNE
as "Tennessee"
He believes in taking chances ...as long as he cuts the cards!
RHONDA FLEMING
as "Duchess"
She'd trade her gilded palace... for one golden wedding band!

WRITE FOR THE SPECIAL CAMPAIGN BOOK!



RONALD REAGAN
as "Cowpoke"

A fast-drawing left hand wins him the right to friendship!



COLEEN GRAY
as "Goldie"

A gold-digger who mines her gold from the pockets of men!

BENEDICT BOGEAUS presents

JOHN PAYNE • RONALD REAGAN • RHONDA FLEMING • COLEEN GRAY

in ***Bret Harte's***

Tennessee's Partner

with

TONY CARUSO • MORRIS ANKRUM

Screenplay by MILTON KRIMS, D. D. BEAUCHAMP and GRAHAM BAKER & TEDDI SHERMAN • Produced by BENEDICT BOGEAUS

SUPERSCOPE

Print by **TECHNICOLOR**

Distributed by RKO RADIO PICTURES

SAMUELS

(Continued from Page 1)

Universal branch managers and staff in Vancouver, Calgary, Winnipeg, Toronto and Montreal, discussing the forthcoming Walt Disney productions, and were introduced to key Famous Players executives. Perry accompanied the two on their visit to Montreal.

Mr. Samuels, interviewed by the Digest, waxed enthusiastic when queried as to the relationship between Buena Vista and Empire-Universal, and stated, "I am very happy and am looking forward to a long and extended relationship with Alf Perry's Empire-Universal. They are a wonderful organization, with a young bunch of men who can easily adapt themselves to the changes in our industry and the changing times . . . they are a very aggressive company."

Continuing, Mr. Samuels reported, "in our talks with Canadian exhibitors in this our first cross-Canada trip, we found that Alf Perry's Empire-Universal was highly rated, even by those who have no dealing with them."

Mr. Perry, who was present during the interview, along with Mark Plottel, E-U general sales manager, Alex Metcalfe, Sovereign Films, and E-U's publicity head Walter Kennedy, told the Digest that in his opinion "Disney has done more for the motion picture business than any other producer because of his reputation of making pictures suitable for the entire family, which at the same time because of their special appeal to young people, is educating an entire generation of future adult patrons for our theatres."

Samuels, in reviewing the upcoming release schedule for the coming year, reported that the Walt Disney Studio will have a total production outlay of over $25 millions in new product, marking the greatest production activity in the history of the company. Many of these films were screened during the sales meet a few weeks back at the Coast.

There will be 10 features in the next 18 months, Mr. Samuels explained, with two of the 10 being re-releases. In Canada, there will be 11 released as "African Lion," now in release in the U.S. and doing neck and neck business with "Living Desert," will not be shown until Xmas.

The line-up includes: "The Littlest Outlaw," filmed in Mexico, a February or March release; "Fantasia," which was first released in 1940, will now be shown in SuperScope and Stereophonic Sound; "Song of the South," a re-issue also to be shown in SuperScope; "The Great Locomotive Chase," starring Fess Parker in CinemaScope, a true story based on an incident in the American Civil War, with a production budget of $3½ millions; an untitled production based on Mary Jane Carr's "Children of the Covered Wagon"; "Secrets of Life," a True-Life Adventure, which Alf Perry saw during his visit to the Coast and which had him speechless with excitement; "Perri," shot at Salt Lake City over a period of three years with the same writer who scripted "Bambi"; "Light in the Forest," in CinemaScope and with a big star name cast, based on a book by Conrad Richter.

In 1957, "Toby Tyler" with a circus background; a re-issue of "Bambi" and "Sleeping Beauty," Disney's most expensive production to date with a production budget of about $5 million. In addition to the features there will be six "People and Places," two of which will be in CinemaScope.

Mr. Samuels in concluding his remarks pointed with pride to the ratings of the Disney TV shows and confirmed today's industry thinking, that TV was, when used properly, a tremendous publicity media for the motion picture business.

"Man With The Golden Arm" For UA Release

New York: Arthur B. Krim, President of United Artists, announced that the company will exercise its option to release Otto Preminger's "The Man With the Golden Arm."

The decision to distribute the film was made after Mr. Krim and United Artists executives Robert S. Benjamin, Chairman of the Board; William J. Heineman, Vice President in charge of distribution, and Max E. Youngstein, Vice President, attended a special screening of the rough cut of "The Man With the Golden Arm" in Hollywood.

Mr. Krim declared that United Artists, which has the right to refuse distribution of the film under the terms of its agreement with Preminger, regards "The Man With the Golden Arm" as one of the most important productions ever handled by the company.

"We at UA are proud to be associated with a motion picture of this outstanding calibre," he stated.

"We are confident that the Motion Picture Association of America will recognize its immense potential for public service and grant the film a Production Code Seal," Mr. Krim said.

WINCKLES

(Continued from Page 1)

being joined by Mr. Winckles.

Mr. Winckles during his short stay here reported that the parent company considered "Canada one of the bright spots especially distribution-wise, with more contracts being written than ever before." JARO, headed in Canada by Frank Fisher, general manager, and Frank Vaughan, general sales manager, have obtained "deep penetration," he stated.

Production, Mr. Winckles stated, has reached an all-time high with 17 features scheduled for release between now and next October. Before reviewing the films, Mr. Winckles informed the Digest that his company was impressed with the results of personal appearance tours and had this under advisement, were continuing their research and studying all current screen processes, and hoped that the current group of JARO features now being shown in the U.S. on TV would prove that British films were not only acceptable but popular with the American public.

Proposed Release Schedule for JARO Productions—1956

December 23—Doctor at Sea, Technicolor and VistaVision, with Dirk Bogarde, Brigitte Bardot, James Robertson Justice.

January 28—The Woman for Joe, Technicolor and VistaVision, with George Baker, Diane Cilento.

February 4—Man of the Moment, with Norman Wisdom, Belinda Lee.

February 18—Value for Money, Technicolor and VistaVision, with John Gregson, Susan Stephen, Diana Dors.

March 11—Touch and Go, Technicolor, with Jack Hawkins, Margaret Johnston, June Thorburn.

March 25—A Town Like Alice, with Peter Finch, Virginia McKenna.

April 7—The Ladykillers, Technicolor, with Alec Guinness, Cecil Parker, Herbert Lom.

April 14—Jumping for Joy, with Frankie Howard, Stanley Holloway.

April 28—Simon and Laura, Technicolor and VistaVision, with Peter Finch, Kay Kendall.

May 12—An Alligator Named Daisy, Technicolor and VistaVision, with Donald Sinden, Diana Dors, Jean Carson, James Robertson Justice.

May 26—All for Mary, Eastman color, with Kathleen Harrison, Nigel Patrick, David Tomlinson.

June 9—Who Done It?, with Benny Hill, Belinda Lee.

June 23 — Lost, Eastman color, with David Knight, David Farrar, Julia Arnall.

July 21—The Long Arm, with Jack Hawkins, Geoffrey Keen.

September 1—Reach for the Sky, with Kenneth More, Alexander Knox.

September 22—A Lamp Is Heavy, Technicolor, with George Baker, Belinda Lee.

October 6—The Black Tent, Technicolor and VistaVision, with Anthony Steel, Donald Sinden, Anna Maria Sandri.

Save The Children Fund Have Trailer

Toronto: A movie-trailer making an appeal on behalf of The Canadian Save the Children Fund has been donated by Rapid Grip & Batten with Claire Wallace narrating.

Audio Pictures Ltd. donated 200 prints, with the raw stock coming from Canadian Kodak Co. Ltd.

Excellent cooperation has been given by the Motion Picture Industry in general, and especially by the Motion Picture Theatres Association of Ontario in the distribution of the trailers to theatres.

It is hoped that the response to this appeal will be good since the Canadian Save the Children Fund has many definite obligations to needy children overseas and also in Canada. Money is urgently needed with which to purchase food, clothing, drugs, shoes, etc. for the world's underprivileged children.

The Canadian Save the Children Fund is a private and voluntary organization entirely dependent for support from the Canadian public and receives no grant of any kind.

Hundreds of children in Germany, Austria, Italy, Finland, France, Britain, North Africa, Middle East, Korea, India, Greece and Canada depend upon the Canadian Save the Children Fund for supplies.

Distribution is very strictly controlled by the Save the Children Fund teams. Donations can be earmarked for certain countries and donors can be informed as to where and how their money is used.

Ted Abrams New Aide

Montreal: Ted M. Abrams, recently appointed to advertising and promotion activities with Associated Screen News Limited, has had 9 years of extensive and diversified experience in the advertising-promotion fields.

Chatter... That Could Matter!

By MAX CHIC

George Cuthbert, General Theatre Supply, announced a number of staff changes . . . involved are **Harry Burko** who has moved back to his old post of Montreal branch manager for the company and the move of **Duncan McDonald** to Toronto to handle sales . . . **Cuthbert** stated that no one has been namd to replace **Burko** in the job of general sales manager . . . no announcements as yet from **Fox** or **RKO** re their Toronto salesmen . . . **Jerry Cass** who left **Fox** last week will be selling insurance through **Imperial Life** at their Bay St. branch, a call to EM. 8-8365 will reach him.

Arthur Canton, MGM publicist out of New York, in Toronto, for a few days for meetings with **MGM's** Canadian publicist **Chet Friedman** and the **Odeon** advertising department on the "Guys and Dolls" campaign . . . **Famous Players** suburban houses have raised their admission price in the evenings to 65c from 60c . . . **Eugene Fitzgibbons** and **Mort Margolius** still in first and second place in the **"Profit Blitz for Fitz'"** drive with **Ray Tubman** a close third.

JARO's Kenneth Winckles here for a short visit from England reported that commercial **TV** over there has had no effect on theatres . . . there are only about 300,000 **TV** sets that can pick up two channels . . . **Jim Hardiman, Odeon** publicity head has a certificate on his office wall testifying to his having completed a **TV** production course.

Murray Sweigman's booking and buying set-up in Winnipeg is now handling 36 accounts . . . his **Theatre Posters, Toronto** is scheduled to move to larger quarters within the next month . . . **Charles Chaplin** hopes to have the **Industry Council Public Relations Committee** swing into action within the next two weeks and will announce the names of the newly activated group next week . . . during the recent **Industry** meetings I learned from **Jack McCulloch** that his father, one of our pioneers, opened the **Royal St. George** in May, 1913 . . . the theatre was recently taken over by the **Lester Bros.** and renamed the **Continental.**

Robert E. Sherwood, noted playwright, author and script writer for some of Hollywood's best known films, died in New York last Monday.

E. A. Harvard With Can. Film Industries

Toronto: One of Canada's largest makers of motion picture advertising films has announced plans for the full-scale production of television commercial films, and has engaged one of the country's leading producers in the TV-film field to head up its new department.

Canadian Film Industries is the parent company of Audio Pictures Ltd. (motion picture advertising), Dominion Productions Ltd. (features), and Film Laboratories of Canada Ltd. (processing).

Emile A. Harvard, veteran movie producer, with experience in Britain, Europe, the Near and Middle East, the U.S. and lately Canada, has been appointed director of television production. He held, until recently, the same position with Rapid Grip and Batten Ltd., motion picture division.

CNE Show Being Set By Arthur For 3 Cities

Toronto: Jack Arthur has launched the promotion of three-way arrangements for grandstand shows next year with the larger exhibitions in Ontario being lined up for a circuit which would have the same attractions, covering a period of four weeks.

Under the proposal, the acts would be booked into the Central Canada Exhibition at Ottawa, Toronto's Canadian National Exhibition and the Western Fair at London in that sequence.

Armview, Halifax

Halifax: The name of the 'Armview' theatre in Halifax (Odeon-Garson) has been changed to the Odeon 'Hyland'. The policy of this house which had previously played day and date with the 'Casino', is now to play first-run with same type of product as the Odeon 'Hyland' theatre in Toronto.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. You're Never Too Young (Para.) VV & Tech. with Martin & Lewis.

SHEA'S
The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.

UNIVERSITY & EGLINTON
2nd wk. The Virgin Queen (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

LOEW'S
Trial (MGM) with Glenn Ford.

UPTOWN
Lady Godiva (E-U) Tech. with Maureen O'Hara.

ODEON & FAIRLAWN
A Man Alone (Rep.) Color with Ray Milland.

HYLAND & CHRISTIE
7th wk. I Am a Camera (Alliance) with Julie Harris.

MONTREAL

LOEW'S
3rd wk. To Catch a Thief (Para.) VV & Tech. with Cary Grant.

CAPITOL
2nd wk. The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.

PALACE
Love Is a Many-Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden.

PRINCESS
Wichita (AA) C'Scope & Tech. with Joel McCrea.

ORPHEUM
The Return of Jack Slade (AA) Superscope with John Ericson.

KENT
It's a Wonderful Life (Cardinal) with James Stewart.

IMPERIAL
46th wk. This is Cinerama.

SNOWDON-OUTREMONT-STRAND-SEVILLE
One Desire (E-U) with Anne Baxter.

WINNIPEG

CAPITOL
2nd wk. The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

MET
The Phenix City Story (AA) with Meg Myles.

ODEON
Summertime (UA) C'Scope & Tech. with Katharine Hepburn.

GARRICK
Gentlemen Marry Brunettes (UA) C'Scope & Tech. with Jane Russell.

LYCEUM
Count Three and Pray (Col.) C'Scope & Tech. with Van Heflin.

CALGARY

CAPITOL
2nd wk. The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

PALACE
The Girl in the Red Velvet Swing (20th-Fox) C'Scope & DeLuxe Color with Ray Milland.

GRAND
The Phenix City Story (AA) with Meg Myles.

UPTOWN
Gentlemen Marry Brunettes (UA) C'Scope & Tech. with Jane Russell.

VARIETY
The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.

VANCOUVER

CAPITOL
Count Three & Pray (Col.) C'Scope & Tech. with Van Heflin.

ORPHEUM
2nd wk. The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

VOGUE
2nd wk. My Sister Eileen (Col.) C'Scope & Tech. with Janet Leigh.

DUNBAR
3rd wk. Summertime (UA) Tech. with Katharine Hepburn.

ST. JOHN

PARAMOUNT
Lucy Gallant (Para.) VV & Tech. with Jane Wyman.

CAPITOL
Count Three and Pray (Col.) C'Scope & Tech. with Van Heflin.

STRAND
To Hell and Back (E-U) C'Scope & Tech. with Audie Murphy.

Glenn Ford's first picture on the **MGM** 1956 schedule will be "The Last Notch," a suspense-action feature of the early days in the Southwest. **Paramount** has handed **Alan Ladd** top starring role in "The Sons of Katie Elder." This is the first picture for **Ladd** under the **Paramount** banner.

Three comedians signed by **Columbia** for the **June Allyson-Jack Lemmon** starrer are **Henny Youngman, Jim Backus** and **Paul Gilbert. UA** retitles "Case Against Joe" to "Crime Against Joe," which is now before the cameras in Tucson, Arizona.

Vera Miles set for femme lead opposite **Henry Fonda** in **Warners** "The Wrong Man." **Alfred Hitchcock's** next motion picture for that studio. **Cleo Moore** and **John Agar** on PA tour on behalf of **Universal's** "Hold Back Tomorrow," which was world-premiered in Detroit.

JARO's "Man of the Moment," with **Norman Wisdom,** off to a big start in London with a TV feature on B.B.C. **Republic** plans to place four pictures in production before the end of the year with two additional hitting the sound stages in January; "Lisbon," top budget production with **Ray Milland** in director-star role, will start shooting Dec. 1st.

RKO to distribute the "Travelling Salesman," produced by **Arthur Lubin** and starring **Betty Grable.** Cast of noted stars set for **Metro's** "The Rack," include **Paul Newman, Walter Pidgeon, Edmond O'Brien, Wendell Corey** and **Lee Marvin.**

Topcast for **Warners'** "A Cry in the Night" are **Natalie Wood** and **Brian Donlevy. Hal Wallis** signs **William Holden** for title role in **Paramount's** "The Rainmaker."

Rory Calhoun slated for principal role in **United Artists'** "Flight to Hong Kong," which will be photographed in Hong Kong, Macao, Tokyo, Honolulu, Tangiers and Lisbon, scheduled production date is January 9th. **JARO's** "Black Tent," starring **Anthony** Steel, on location in Tripoli. Screen debut by **Bob Hope's** nine-year-old son who will be seen with him in **Paramount's** "That Certain Feeling."

EGAN VISITS TORONTO

20th-Fox star Richard Egan currently touring for his up-coming "The View From Pompey's Head" was guest of honor at the Toronto Hadassah Annual Bazaar at the CNE. Included in his 3½ hour stay at the Bazaar was an appearance at a Fashion Show, drawing the winning door prize ticket and the presentation of the Amateur Photo Contest prize, a trip for two to Puerto Rico via Pan American.